## Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

## **Listing of Claims:**

- 1. (previously amended) A method of automatically populating, maintaining and updating a web-based database, the method comprising the steps of:
  - receiving records of individuals from an existing database automatically and without registration by the individuals;
  - (b) populating a web-based database with the individual records of the non-registered individuals;
  - (c) creating an access account for each individual record;
  - (d) transmitting the access account to the non-registered individuals; and
  - (e) enabling remote maintenance of the individual records by use of the access account.
- 2. (original) The method of claim 1, wherein the records are received by transfer across an electronic link.
- 3. (original) The method of claim 2, wherein the electronic link is electronic mail.
- 4. (original) The method of claim 2, wherein the electronic link is selected from satellite systems, cable systems, direct modern connections, network connections, VPN connections, or Intranet connections.
- 5. (original) The method of claim 1, wherein the populating of the web-based database with the individual records further comprises automatically mapping the records.
- 6. (original) The method of claim 1, wherein the populating of the web-based database with the individual records further comprises manually mapping the records.

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- 7. (original) The method of claim 1, wherein the access accounts are generated automatically.
- 8. (original) The method of claim 1, wherein the temporary access accounts are transmitted to the individuals by fax.
- 9. (original) The method of claim 1, wherein the temporary access accounts are transmitted to the individuals by email.
- 10. (original) The method of claim 1, wherein the temporary access accounts are transmitted to the individuals by a media selected from voice mail, physical address, or pager.
- 11. (original) The method of claim 1, wherein the remote maintenance occurs across the Internet.
- 12. (original) The method of claim 1, wherein the remote maintenance comprises altering the individual records.
- 13. 16. (cancelled)
- 17. (previously amended) A remotely accessible data storage system, comprising:
  - (a) a database automatically populated with existing customer data records without registration by the customer;
  - (b) an account generator provided for creating access numbers for the customer data records;
  - (c) a broadcast system provided for distributing the access numbers to the unregistered customer; and
  - (d) an update system provided to enable customer access to the data records by use of the access numbers.
- 18. (original) The remotely accessible data storage system of claim 17, wherein the database is a web-based database.

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- 19. (original) The remotely accessible data storage system of claim 17, wherein the customer data records include marketing profiles.
- 20. (original) The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the access numbers by facsimile.
- 21. (original) The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the access numbers by email.
- 22. (original) The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the access numbers by the media selected from voice mail, instant messaging, mail, or by pager.
- 23. (original) The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the access numbers by a combination of fax, email, and voice mail.